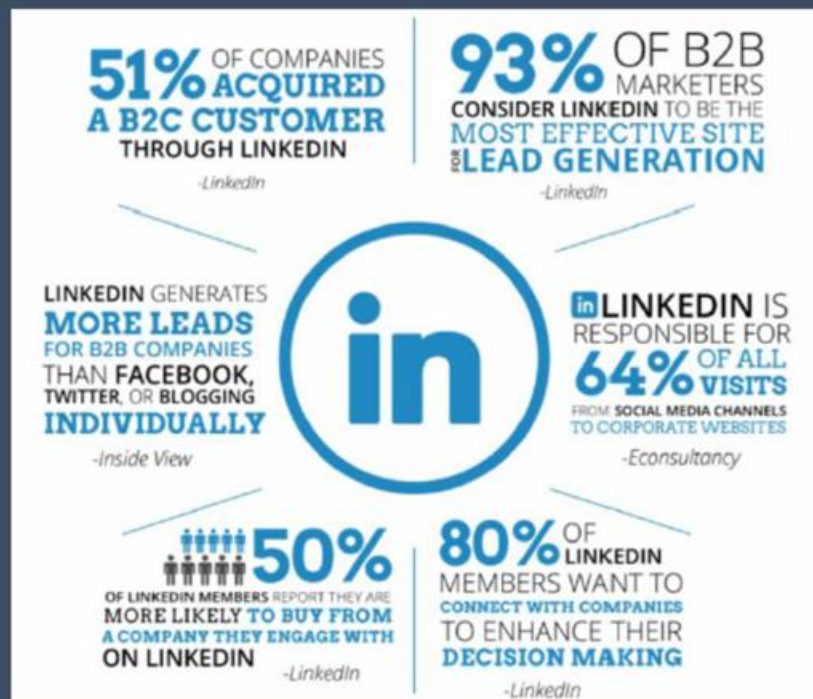


HOW TO

FREE
GUIDE
SERIES

Market on LinkedIn without a marketing budget

Why is LinkedIn the preferred
marketing platform for business?



Leverage LinkedIn for Business Growth!

BusinessCoachingHub.co.za

INTRODUCTION

In recent years LinkedIn has emerged as an excellent resource for generating more leads. The increase in online traffic due to the impact of lockdown globally means now more than ever your presence on LinkedIn provides you with the potential to help grow your business and not only survive but thrive beyond the lockdown.

As the most useful social network for businesses and professionals, LinkedIn is powerful for connecting with potential clients. But the real power comes from the lead generation, market research, and global marketing that comes from this tool.

LinkedIn's power lies in its networking power. It works the same way on this site as it would in real life.

Sadly, there is a very small percentage of profiles on LinkedIn that have been optimized correctly to take advantage of its power.

This means that when you optimize your profile to your ideal clients, you will feature among the top 10% others in your industry and in your network, which means more exposure and opportunities to generate leads.

Your LinkedIn profile gives you a presence on the platform but, it does not guarantee that your ideal clients will find you.

Why would you want to leverage LinkedIn for your business? Well, consider these statistics:





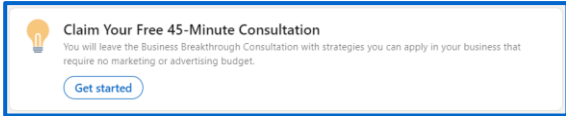


- ◆ LinkedIn has over 830 million users worldwide.
- ◆ There are 60 million senior level influencers on LinkedIn.
- ◆ There are 40 million decision making positions on LinkedIn.
- ◆ LinkedIn is preferred by 93% of B2B & B2C marketers.
- ◆ LinkedIn generates 80% of B2B leads.
- ◆ LinkedIn has 3X more conversions than Twitter & Facebook.
- ◆ 97% of B2B marketers use LinkedIn for their marketing strategy.

Would this benefit your business?

FEATURES AVAILABLE TO ALL MEMBERS

Below is the checklist of the LinkedIn features available to all users even if you only have the standard free LinkedIn account. When you have the complete list effectively setup and optimized, LinkedIn will become your most valuable and effective lead generation tool online.

FEATURE	NOTES	DONE
LinkedIn Profile	Optimize your profile to talk to your ideal client by introducing your 10-second elevator pitch using the Elevator Pitch Template .	<input type="checkbox"/>
Company Page	Create and link your company page to your profile to ensure prospective clients can find it. Carry out hashtag research to choose the 3 best hashtags for your page.	<input type="checkbox"/>
Product Page	Create your product page/s from your company page to showcase your products or services.	<input type="checkbox"/>
Ideal Clients	Target and connect with your ideal clients by completing a detailed customer profile exercise that you will then use for your searches.	<input type="checkbox"/>
Page Followers	Invite your ideal clients from your connections list to follow your page so you can start spreading your brand, products, and services.	<input type="checkbox"/>
Content	Post content on your company and product page then share it to your newsfeed. Post 2-3 times a week.	<input type="checkbox"/>

<p>Message Connections</p>	<p>This is your opportunity to start building a relationship with your ideal client. Don't try and sell anything in your messages and don't message within the 1st 12 hours of connecting with them. When you send a message, be sure you are offering value, not selling.</p>	
<p>Host Events</p>	<p>This is a powerful feature on LinkedIn as it allows you to invite your ideal clients to your events. This feature alone is responsible for me generating well over 700 leads for my business since the 30th of January 2021 to the 18th of March 2021. You can verify the numbers mentioned above on LinkedIn by Clicking Here!</p>	
<p>LinkedIn Live</p>	<p>This feature gives you the capability to broadcast live on LinkedIn. The broadcast is recorded and then available to all members.</p>	
<p>LinkedIn Newsletters</p>	<p>Your newsletter is published on LinkedIn and all subscribers receive a notification when they next log in and also receive the newsletter in their email inbox. Click here to view a sample.</p>	
<p>Lead Generation Form</p>	<p>You can setup a lead generation form on your company page on LinkedIn. To view a sample Click Here. It looks like the image below.</p> 	
<p>Sales Offline</p>	<p>This is not a LinkedIn feature but if you don't have it setup, how will you sell? This is where you offer a free guide, free report, free consultation, free short course, free template, etc. You then place the lead in your relationship funnel that will deliver sales as prospects go through the funnel.</p>	

The items on the checklist above take time to setup effectively but, once they are in place you only need 30-45 minutes, 3-4 times a week to maintain your lead generation process on LinkedIn.

You don't need to be a technology geek to set it all up. If you can point, click, copy, paste, and use a keyboard, then you too can set it up for success.

The [LinkedIn Optimization Masterclass](#) shows you step-by-step how to optimize your profile, then apply network and business growth tactics that will have you generating all the prospects, leads, and clients your business needs.

The training modules in this masterclass ensure you have a presence that is not only optimized to attract your ideal clients but, provides you with the tools to convert your prospects to leads and ultimately clients.

The strategies taught in the [LinkedIn Optimization Masterclass](#) are what consistently keep my profile featuring in the Top 2% in my industry and Top 4% in my network. You can easily complete and apply what you are taught and within 1-2 weeks you will start getting results.

From there all you need to do is maintain your activity on LinkedIn 2-3 times a week and your relationship funnel will always have new prospects going in and new leads and clients coming out.

What I teach in the [LinkedIn Optimization Masterclass](#) has been responsible for the following leads:

- ◆ Week of the 25th of January 2021 – **201** Leads.
- ◆ Week of the 1st of February 2021 – **93** leads.
- ◆ Week of the 8th of February 2021 – **41** leads.
- ◆ Week of the 15th of February 2021 – **86** leads.
- ◆ Week of the 22nd of February 2021 – **103** leads.
- ◆ Week of the 1st of March 2021 – **73** leads.
- ◆ Week of the 8th of March 2021 – **106** leads.
- ◆ Week of the 15th of March 2021 – **85** leads.
- ◆ Week of the 22nd of March 2021 – **72** leads.
- ◆ Week of the 29th of March 2021 – **85** leads.
- ◆ Week of the 5th of April 2021 – **92** leads.
- ◆ Week of the 12th of April 2021 – **55** leads.
- ◆ Week of the 19th of April 2021 – **61** leads.
- ◆ Week of the 26th of April 2021 – **84** leads.
- ◆ Week of the 3rd of May 2021 – **61** leads.
- ◆ Week of the 10th of May 2021 – **64** leads.
- ◆ Week of the 17th of May 2021 – **44** leads.

◆ Week of the 24 th of May 2021	–	61 leads.
◆ Week of the 31 st of May 2021	–	46 leads.
◆ Week of the 7 th of June 2021	–	47 leads.
◆ Week of the 14 th of June 2021	–	35 leads.
◆ Week of the 21 st of June 2021	–	65 leads.
◆ Week of the 28 th of June 2021	–	38 leads.
◆ Week of the 5 th of July 2021	–	59 leads.
◆ Week of the 12 th of July 2021	–	29 leads.
◆ Week of the 19 th of July 2021	–	44 leads.
◆ Week of the 2 nd of August 2021	–	119 leads.
◆ Week of the 9 th of August 2021	–	33 leads.
◆ Week of the 23 rd of August 2021	–	140 leads.
◆ Week of the 6 th of September 2021	–	144 leads.
◆ Week of the 20 th of September 2021	–	112 leads.
◆ Week of the 27 th of September 2021	–	28 leads.
◆ Week of the 11 th of October 2021	–	180 leads.
◆ Week of the 25 th of October 2021	–	117 leads.

The numbers above can be verified on the Events tab of my LinkedIn Company Page by [Clicking Here](#).

The total number of 2703 leads have been placed in my relationship funnel where I share more valuable content over a predetermined period which has already produced sales of my training programs, new coaching clients, and even referrals. This is now the only lead generating activity I use for my business which has a marketing cost of...**ZERO!**

It is also highly effective in that when I generate a lead, they are already either a warm or hot lead as I have used LinkedIn to build a relationship, share valuable content, build trust, and share my knowledge and expertise. While they have not met me in person, when I speak to my leads, they already know about me, my business, my products, and my services.

PUTTING IT ALL TOGETHER

While I do recommend having a website which fits into the sales offline section of the checklist mentioned in this document, with all the features available to you on LinkedIn, you can run your business from LinkedIn.

You will need to setup your other online systems that have free memberships available, then share the relevant links at the relevant times with your prospects, leads, and clients on LinkedIn.

Recommended Resources

1. [Zoom online meeting system](#) – you can sing-up for a free account that allows you to hold online meetings with 100 people for 40 minutes.
2. [Aweber email automation](#) – You can sing-up for a free account that allows you to create 1 list of subscribers with unlimited emails.
3. [Calendly](#) – You can sing-up for a free account and create your online booking calendar for clients to book a session with you.
4. [PayFast](#) – Online secure payment processor for South Africa. Allows you to take payments (including international) and only get charged a very low service fee per transaction.
5. [Canva](#) – You can sing-up for a free account and create your own professional looking graphics and videos using the 100's of templates available.



LEVERAGE LINKEDIN
FOR LEADS
AT NO COST

Get Instant Access!

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Without my LinkedIn account, the strategies I use which are taught in the [LinkedIn Optimization Masterclass](#), I would not have a business and I would not have survived the hard lockdown that resulted from the COVID19 pandemic. Now I use it to grow my business on an international scale and all without the need for a marketing or advertising budget. *You can too!*

If you have any queries or questions related to this document, please feel free to contact me.

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“Your Success Is My Focus!”



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